

Global Sport Business: Community Impacts of Commercial Sport (Sport in the Global Society - Contemporary Perspectives)



Global Sport Business: The Community Impact of Commercial Sport involves a range of pressing issues that come with the arrival of sport as a commodity in the world economy. It can be argued that, throughout the past two centuries, sport has always been recognized as both a frivolous pursuit of spending leisure time with friends and family, and as an activity that has substantial commercial value to be mined by entrepreneurs. However, only during the most recent wave of globalization, spurred by technological advancements that have led to achieving global reach in regard to potential customers, has sport entered a global marketplace that offers tremendous financial rewards for those who manage to control international sport organizations and events. In this book, global sport business is viewed from a number of different perspectives including a value chain approach to describing the sport industry; the ever increasing impact of the international media on sport business; how globalization influences the style of (sport) management; how social capital can be generated through sport business; and the emergence of social sport business. Overall, the different contributors to the book reflect on how sports global (and as such commercial) attractiveness can, and often will impact locally, on communities of people and individuals. This book was published as a special issue of Sport in Society.

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Hans Westerbeek is the Director of the Institute of Sport, Global Sport Business: Community Impacts of Commercial Sport (Sport in the Global Society - Contemporary

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